

TEN CENTS

# TIME

Newsmagazine

APR 30 1940

ENTRANCE

Design Director

72

## NEW EMERALITE Advertising Campaign

offers a real opportunity to Emeralite Dealers

Throughout the Fall and Winter, Emeralite will again be regularly advertised in TIME, the Weekly Newsmagazine, and other leading publications. TIME is widely known for its extremely interesting editorial content, for its dramatic March of Time radio broadcasts, and for The March of Time on the screen.

Heavy educational advertising is also appearing throughout the country to make the public appreciate the value of good light to eyesight.

This offers a splendid opportunity to Emeralite dealers, for Emeralite advertising has consistently stressed the importance of light to sight over a long period of years.

### NEW MODELS

Note the outstanding sales features of the new Emeralite models . . . Pass this folder to your sales staff, so they also will appreciate what strong sales arguments they have.

### 10 DAY TRIAL

Everyone is interested in his eyes. Demonstrate to a customer the striking difference between Emeralite's Daylite and ordinary illumination and he will quickly appreciate the value of Emeralite to his eyes. Then offer Emeralite on a 10 day money back trial. Your customer will find that in Emeralite Daylite he can see better, work faster and more accurately WITHOUT STRAIN—and once he enjoys the eye comfort of an Emeralite, he will never want to be without it. Our advertising features this money back offer and we are sure it will be very helpful to you.

Dealer helps and display signs and our publication advertising will support your efforts.

**H. G. McFADDIN & CO., 324 FIFTH AVENUE, NEW YORK**

Established 1874

# THE NEW No. 0910/2205 EMERALITE SIGHT SAVER

More Light and a Better Quality of Light



Unobtrusive set-screw holds shade securely.

A new type of sight saver lamp that provides the following advantages:

Reflector is designed to give even distribution of daylite over wide area. Both reflector and daylite screen are made in one piece thereby giving added strength.

Being entirely closed, reflecting efficiency is not affected by accumulation of dust or atmospheric changes.

Outside has smooth surface which is easily cleaned and will not tarnish. Reflector is made in minimum diameter to prevent obstruction of view. Sight meter test of the 0910 Sightsaver fitted with standard 100 watt type A bulb, shows the following exceptional amount of foot candles of daylite.



0910 Lamp, shown with the 2260 Russet Brown shade



0910/2205 Black Opaque shade ..... Bronze \$14.50  
0910/2211 Black Encrusted Gold shade ..... Gold 18.50  
0910/2260 Russet Brown Brocade shade ..... Bronze 18.50

Also furnished in Pewter finish at same price.



0910 Lamp, shown with the 2211 Black Encrusted Gold

Opaque Black Reflector Opal Lined. Dust Proof.

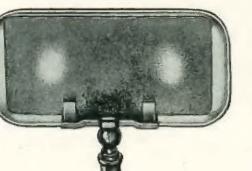
Daylite screen. Steps prevent side glare.

Distance From center of base	Foot Candles of DAYLITE on Desk or table
At 16½ inches	60 Foot candles
At 18 inches	55 Foot candles
At 20 inches	40 Foot candles
At 21½ inches	33 Foot candles
At 24 inches	25 Foot candles
At 26 inches	20 Foot candles
At 30 inches	12 Foot candles

Dimensions:	
Height overall	14½ inches
Diameter of shade	10 inches
Diameter of base	6½ inches
Net weight	6 pounds

# ACKNOWLEDGED THE BEST OF ITS KIND

The New 2 Bulb Improved EMERALITE With interchangeable lift off shade in choice of three colors.



Emeralite Twin Socket is made of heavy glazed porcelain, designed to position lamps correctly for maximum efficiency and will last indefinitely. Light is controlled by a durable base switch.

Emeralite Daylite Screen is of special diffusing glass that changes ordinary electric light into eye-saving daylite of correct intensity and quality suitable for eyes. This original feature is furnished as standard equipment. The screen has a new mounting attached to holder which permits instant removal for cleaning.

Emeralite Bases are substantially made of non-corrosive metal in artistic designs and finishes to harmonize with modern furniture. Combined with the reflectors, they offer the purchaser a lighting service of enduring satisfaction that assures the economy derived from standardized equipment and the increased efficiency from better eye-comfort with a light correct in quality and quantity. Emeralite has urged the use of better light for better sight for more than 25 years.

The new models represent a practical and pleasing combination of essentials approved for the best selection of suitable lighting equipment.

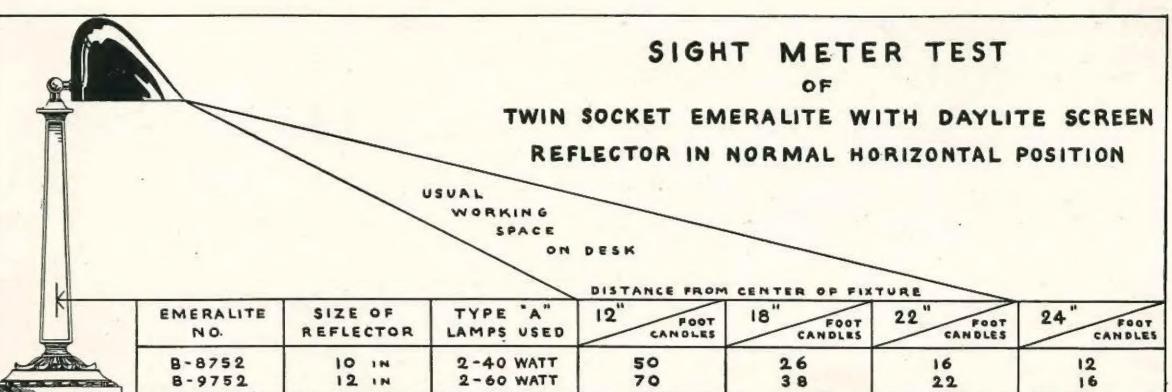


New Type, Lift-Off Reflectors are carefully made of finest quality Emerald, Green Russet Brown or Opaque Black glass, lined with pure white opal glass fused into one piece and specially annealed to withstand temperature changes. They have no holes or perforations, are instantly detached for cleaning, without tools and excell all others for durability of reflecting surface, ease of maintenance, satisfactory service, finish and appearance.

Choice of three Colors and two finishes facilitates selection of color and effect most suitable for any location. Made in two sizes 10 inches long for two 40 watt type A Mazda lamps, and 12 inches long for two 60 Watt type A Mazda lamps, which furnish light intensities that equal or exceed approved specifications. All are interchangeable.

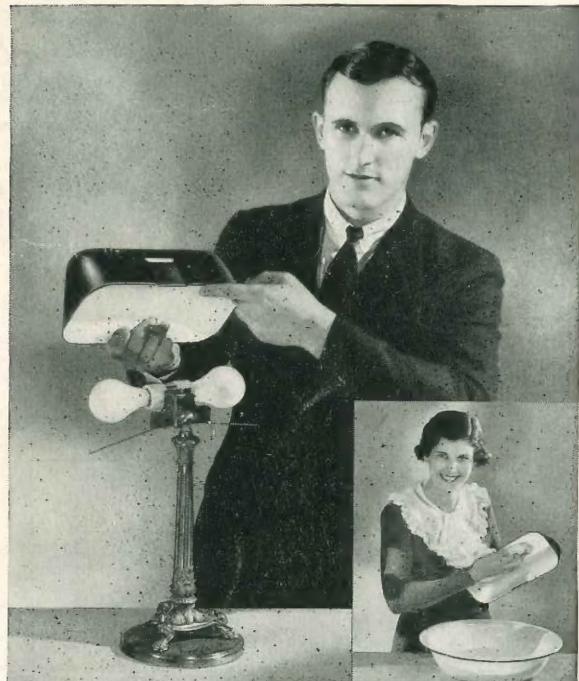
New Type Holder slips on the back of reflector holding it securely without clamps and is mounted upon a forged brass joint which has no wing nut and may be easily adjusted with one hand. Two practical features original with Emeralite. All wiring is concealed and protected from injury by heat or abrasion.

0890-8755 Brown Brocade Shade





A sample demonstration of the difference between ordinary light and Emeralite daylite is always interesting and convincing to prospective purchasers, (see cut above). Sell Emeralite as a service to eyes and not as an ordinary lamp. Lasting practically a life time—Emeralite proves a wise and economical investment.



Emeralite offers you for the first time a new double light desk lamp with a choice of three shades all at the same price. These shades may be removed instantly and salesmen should demonstrate both the new holder and the choice of shades.

# A-3

Millions of readers will learn about the new Emeralites thru this advertising campaign . . .

## Your EYES SEE better... FEEL better

CONFIDENTIAL  
Design Division  
APR 30 1940

### NEW EMERALITE

Like natural daylite

Artificial light that is not suited to the eyes is responsible for a great amount of eyestrain . . . Light should be (1) free from glare (2) of exactly the right intensity —neither too brilliant, nor dim (3) like natural daylite in quality.

### NEW EMERALITE LAMPS

give you all three of these essentials. That is why they are so frequently recommended to prevent eyestrain.

They are fitted with 2 bulbs and have an opal-lined glass shade that reflects the light most efficiently. A special daylite screen under the shade filters out all irritating rays, changing ordinary artificial light to a soft, evenly diffused daylite.

In such light your eyes can work with utmost ease—as with natural daylite. Freed from strain, you can work faster, more accurately and longer.

#### 10-DAY TRIAL

Ask your dealer to send you a new 2-bulb Emeralite for 10-day, money-back trial. See what a striking improvement Emeralite daylite is over ordinary light. Made in models for every reading and writing need—and in decorative styles to harmonize with any business or home interior.



New models have 2 bulbs and choice of 3 colors for shade

*Write for Catalog*  
**H.G. McFaddin & Co., Inc., Dept. A-12**  
324 Fifth Ave., New York  
Lighting Specialists since 1874  
*Visit our Show-rooms*

**EMERALITE**  
• KIND TO THE EYES

One of many advertisements that will win new users for Emeralite.